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Online communication

- Introduction to online communication
- Social web and participation

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Lecture topics

- Online communication premises

- Standpoints to different aspects of online communication
  - Internet, web, www, net, online → synonyms?
  - New "media language"
  - Web as media
  - Web as a social phenomenon
  - Change of expertise

- Social media and participation

- Online communication → vocabulary

I   Online communication and its character

What is communication?

- Communication as transfer → transferring messages between people
    - What kind of information is transferred
    - What is the content?
    - How transfer is executed by participants?

- Community creation through communication
  → community and identity (togetherness)
    - Issue is the relationships between people
      → form of the message is as important as its content

Online communication and characteristics of web

- Online communication is…

  - Communication mediated through information network (also mobile devices)
  - Internet is in the centre
  - A part of mass media and organizational communication
  - How long we'll talk about online communication as a separate part of communication?

What kind of tool/instrument web is?

- Multimediality → video, audio, pictures, text
- Hyperlinks → This is a hyperlink
- Personification
- Multiple channels
- Independence of a place and time
- Interaction, interplay
- Global media → Global village (Manovich 2003)
  - (Ari Heinonen 2002)

Web's tools for communication

	Synchronous	Asynchronous
One-way	■ tv ■ radio ■ digital tv	■ www-pages ■ news groups ■ blogs (web diaries)
Bidirectional One to one One to many Many to many	■ chat-conversations ■ videoconferences	■ e-mail ■ web conversations ■ interactive www-pages ■ blogs (feedback)

New "media language"

■ Text, picture, voice etc. **digitalization**
   - ■ Combining…
   - ■ Transferring…
   - ■ Copying…
   - ■ Distributing…
   …is easy and fast

■ Its easy to modify these different modules together

The Golden Age of Writing

- Text based content
- The golden age of writing? → people write more than ever
    - E-mail, SMS, web-pages, intranet, messengers
    - Chat platforms, web communities, blogs

- "When old technologies were new" (Carolyn Marvin)

- Video and pictures popular as well (gallerias, YouTube)

Remediation (Bolter&Grusin 1999)

- Different media is perceived with relation to other media
    - www is a "metamedia" that…
    - …quote other media
    - …merge other media to itself
    - …is built upon other media
    - **= remediate other media**
    - → magazine, newspaper, radio, TV, video, movie, music, literature, phone (digital format)

- For example
    - Painting → movie → television → PC → phone
    - Shape has remained rectangular → remediation

Is web something else than a instrument/tool?

Web as a public space – city/town metaphor

- Meeting place → socialization

- Shop, marketplace → shopping, consuming

- Participation, democracy → public discussion, does it really happen?

- Entertainment → games, movies, music, gambling….

- Word of mouth → consumers feedback is trustworthy?

Who are we in the Web?

- Web as a communal and operational space

- New social communities → participation
  - Fan cultures
  - Situations in ones life (pregnancy, motherhood, house building)

- Identity in web
  - Is there age, gender or race in web?
    - → identity tourism (Nakamura 2002)

Web as a sociological phenomenon

- Technical determinism
  - Propose that technology rules, guides and defines cultural development (digital-TV in Finland)

- Digital divide
  - Citizen's communication rights → equal access to information
  - Who has been left out?
  - Inequality between industrial world and 3. world
  - Technical or social problem?

Web as a media

- Second media age
  → from one to many communication to interactivity

- Multiple media
  → one editorial staff produces to different platforms

- Peer media
  → collective content production and feedback

- Social media
  → voluntary production together, transparency
  → encyclopedias, movies, publications, databases

Media convergence

- Forms of media culture merge and assimilates to each other → Hybrid platforms

- Communication organization alliances
    - Sanoma WSOY (Finland)
    - → TV4
    - → Radio Rock
    - → Magazines
    - → Various newspapers (top circulation papers in FIN)
    - → Each has their own web-pages

- Media groups dominates → Disney, AOL-Time Warner…

Change of expertise

- Anybody can be content provider
    - Wikipedia

      "This article is in need of attention from an **expert** on the subject."

- Which information and expertise is valued?
    - What and whose information is valuable and who has provided it?
    - Proficiency to read media
    - Wisdom of the crowds

'Control technologies'

- Internet → moving around leaves marks (IP-addresses)

- Mobile phone → call information, location determination

- Credit card → consumption expenditure, payment transactions

- Public transportation → documentation of traveling

- Surveillance cameras

- Is this what people want?

Questions?

Please have some!

II   Social web and participation

Yes, you.
You control the Information Age.
Welcome to your world.

Who are creating the content on the Web?

The Machine is Us/ing Us

Social web in a nutshell

- **Voluntary** → content comes from your own interests

- **Network-like actions** → lack of strong coordination or guidance

- **Participation is essential** → medium is easy to access by audiences

- **Transparency, sharing** → to others and exploiting the content created by others

Genres of social web…
(Sirkkunen 2007)

- **Blog**
  - Online diary, chronological, personal aspect

- **Wiki**
  - Publication, database… which are open for editing by anyone, private vs. open (Wikipedia)

- **Podcasting**
  - Files and information which are downloadable to different devices (phone, PC, iPod…)
  - Subscribtion through RSS-feed

…genres continues

- **Networking services**
  - Creating contacts and form communities, personal profiles (Facebook, MySpace…)

- **Content distribution services**
  - Text, picture, video, software
  - Remarks, links and sharing create also communal feeling → P2P-services

- **Collective content-production projects**
  - Voluntary creation of different dictionaries, movies, databases, publications…
  - Common ideas and goals

Why do we participate in social web?

Individual motives

- Self-expression, developing ones skills

- Seldom to earn money (Lenhart & Fox 2006)

- Own visibility to get peer-feedback

- Expanding ones contact network and social capital (Bowman & Willis 2003)

- Entertainment → infotainment, edutainment, particitainment

Communal motives

- To share knowledge and skills with others (academic, work-orientated, leisure, informal)
  (Lenhart & Fox 2006)

- To support a community and its ambitions
  - Wikipedia-foundation

- Community can operate as a learning community in which the community and individuals learn together

Social web challenges authorities?

Authority	Social web
"Law"	*Challenger*
centered structure	decentered structure
professional	non-professional
ownership of contents	free content distribution
facts	subjectivity (blogs)
experts, elite	grass root level (experts?)

Wisdom of Crowds

(Surowiecki 2004)

Requirements for crowds to be wise

- Diversity
  - Need for different kinds of people

- Independence of opinions
  - No authorities

- Decentralization
  - Need for people from different areas of society

- Aggregation
  - Common solutions and conclusions

Why do we talk about W of C?

- People want to share their experiences

- Today we trust more to our fellow citizen's ability to produce information → word of mouth

- "Professional amateurs"
  - Depth of information vs. amount of crowds

- Information production → large crowds vs. an organization

C4 – The Groups
Participation profiling

Creators

- Amateurs and hobbyists

- Generate / remix ideas and content to present new and original content

- Engaged in creative effort

- Motivated by challenge and rewards

C4 – The Groups

Critics

- Self-perceived 'experts'

- Emphasize opinions and viewpoints

- Intense, involved communicators

- Motivated by audience and conversation

- Communicate to make a point

Critics: Who needs 'em?

C4 – The Groups

Connectors

- "Spread the word"

- Active communicators with large networks

- Emphasize sharing and free flow of information

- Motivated by audience and conversation

- Communicate to everybody they can reach

C4 – The Groups

Crowds

- Collective judgment on the output of the creators

- Low-level, wide-scale participation

- Active in key events

- Communicate to friends or anonymously

Does this function at work organizations?

Little mind game

- Creators = organization's management

- Critics = organization's specialists and mid-level management

- Connectors = organization's communication department

- Crowds = organization's employees

  Is an organization ready to function with these roles within the social web framework?

I dont think we have an answer, rather more questions!

- Are organizations open enough?

- Is the competence of the employees of information and communication technology high enough?

- What happens when today's teenage generation is our largest age-group at the job markets?

- What possibilities this brings to foresters?
  - Mobile devices, digital format, knowledge sharing
  - Global connections….you name it yourself?

Thank you for your attention

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Keyword list for the YouTube videoclip

HTML = Hypertext Markup Language, is the predominant markup language for web pages. It provides a means to describe the structure of text-based information in a document — by denoting certain text as headings, paragraphs, lists, and so on — and to supplement that text with *interactive forms*, embedded *images*, and other objects.

Hypertext = Most often refers to text on a computer that will lead the user to other, related information on demand. Hypertext represents a relatively recent innovation to user interfaces, which overcomes some of the limitations of written text. Rather than remaining static like traditional text, hypertext makes possible a dynamic organization of information through links and connections (called hyperlinks).

Web 2.0 = Refers to a perceived second generation of web-based communities and hosted services - such as social-network sites, wikis and folksonomies - which aim to facilitate collaboration and sharing between users.

XML = The Extensible Markup Language (XML) is a general-purpose markup language. It is classified as an extensible language because it allows its users to define their own tags. Its primary purpose is to facilitate the sharing of structured data across different information systems, particularly via the Internet.

Mash up = Mashup (web application hybrid), a web application that combines data and/or functionality from more than one source. **Mashup (music),** a musical genre of songs that consist entirely of parts of other songs. **Mashup (video)**, a video that is edited from more than one source to appear as one

Tag = Keywords that describe the content of information. Tags help to find information that deals with that spefic issue.